University of Patanjali
Haridwar

Accredited With Grade
A+
NAAC

COURSE INFORMATION BROCHURE
3 Months Certificate Course
In
Writing for Digital Media

Accredited A+ Grade by National Assessment and Accreditation Council (NAAC), University of Patanjali was established as an institution of higher learning in Yoga Science, Naturopathy, Philosophy, Sanskrit, Psychology, History, Travel & Tourism Management, Physical Education & Sports, Performing Arts and Allied & Applied Science. Over a period of eighteen years, University of Patanjali has emerged as an outstanding institution of excellence in higher learning.

Online Certificate Course

Our online certificate program allow students to study anytime, anywhere. Each students will have to stay at Patanjali University for one week during the final days of the course within a specified timeframe, during which they will also have the opportunity to meet Patanjali's experts. At the end of the course, all students will receive blessings and certificates from the highly esteemed Swami Ramdev Ji (Chancellor of Patanjali University) and the highly esteemed Acharya Balakrishna Ji (Vice-Chancellor of Patanjali University) during a program.

Course Details and fee structure

Course Name	Eligibility	Duration	Total Course Fee (Inclusive GST)	Course Code
Writing for Digital Media	12th Pass	3 Months	8000/-	25DM-01

Course Overview

This 3-month certificate course is designed to equip students with the skills and knowledge necessary to excel in writing for digital media. The course covers a range of topics including content creation, Search Engine Optimization, social media strategy, multimedia integration, and analytics. Students will engage in hands-on projects, collaborative work, and receive personalized feedback from industry professionals. By the end of this certificate program, students will be prepared to create, manage, and analyze digital content for careers in digital media.

Course Objectives

- To analyze digital media evolution and principles of online writing.
- To develop compelling content and visual strategies for digital platforms.
- To create engaging and effective content for various digital platforms.
- To understand the principles of Search Engine Optimization (SEO) techniques.
- To gain proficiency in using digital tools and software for content creation and management.

Course Features

- **Live Interactive Sessions**: Two days Weekend live lectures with experienced instructors.
- **Practical Assignments**: Hands-on projects to enhance your writing skills.
- **Expert Guidance**: One-on-one mentoring and feedback from industry professionals.
- **Certification**: Receive certificate upon successful completion of the course.

Why Choose This Course?

- **Comprehensive Curriculum**: Covers all major aspects of writing for digital platforms.
- **Expert Trainers**: Learn from professionals with years of experience in digital content creation.
- **Flexibility**: Study at your own pace, with online access to materials and recorded sessions.
- **Practical Knowledge**: Gain real-world experience through projects and assignments.

Medium of Instruction

- Medium of Instruction for the said course is Hindi & English

Online Classroom Management

o   All classes of this course will be conducted online, and a link will be sent to all registered candidates.
o   Classes will be held twice a week.
o   All classes will take place between 5:30 PM to 7:30 PM.
o   The duration of each class will be for 1.5 to 2 hours.
o   Changes may be made to the days and times of the classes.

Assessment Criteria

o   Online MCQs based examination from anywhere.
o   Assignments
o   Project Report

Scheme of Examination

Components	Marks
Class Attendance	10
Test Papers MCQs	20
Assignments	20
Final Project	50
Total	**100**

Course Coverage

Module 1: Introduction to Digital Media Writing
Module 2: Content Creation and Strategy
Module 3: Search Engine Optimization (SEO)
Module 4: Multimedia Integration
Module 5: Analytics and Performance Measurement
Module 6: Professional Development and Portfolio Building
Module 7: Final Project

How to Apply

Registrations are open till **25th February, 2025** and class commence from **1st March, 2025**. Interested students should send their application forms (with fee receipt) to the given email addresses **patanjali-odl@uop.edu.in** and **alokkumarjha@uop.edu.in**. For any information regarding the application, please feel free to contact: 9412074237 or 9767280751.

Fee Payment Details

Students will be admitted to this certificate course only after complete payment of the course fee. Please make the fee payment through the provided bank account details or QR Code.

pnb
SCAN & PAY USING ANY BHIM UPI APP

9760695934m19@pnb
MERCHANT: PATANJALI YOG PEETH NYAS

Enroll Now

Take the first step towards becoming a digital media writer! **Limited seats available.**

For more information and registration, visit our website: www.universityofpatanjali.com
OR Contact:

Dr. Alok Kumar Jha
Assistant Professor
Ph: 9767280751
Email: alokkumarjha@uop.edu.in

Dr. Satyendra Mittal
Director, ODL
Ph: 9760014237
Email: satyendramittal@gmail.com

Prof. Mayank Kumar Agrwal
Pro Vice-Chancellor
Ph: 9717317999
Email: provc@uop.edu.in

University of Patanjali Online Course Registration Form

1 (a). Course code:

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   (b). Name of Course : _____

2. Name of Participant: Shri/Ms./Mrs. _____

3. Date of Birth: _____

4. Address for correspondence: _____

5. Contact phone no. (Whatsapp No.): _____

6. E-mail Address: _____

7. Educational qualifications: _____

8. Details of course fee:

   Deposited: Amount (Rs.) _____

   Your bank name (with city name) _____

   Payment Date _____

                                        Signature_____